

## **For Immediate Release**

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### **FESTIVAL OF CHILDREN FOUNDATION'S "KIDS IN FOCUS" NAMED BEST BRANDED CAMPAIGN IN NOT-FOR-PROFIT IN THE 45th ANNUAL TELLY AWARDS**

**Costa Mesa, Calif. (May 23, 2024)** – Festival of Children Foundation announced today its [‘Kids in Focus’](#) campaign has been named best Not-For-Profit in Branded Campaign in the record breaking 45th Annual Telly Awards. The Telly Awards honors excellence in video and television across all screens and is judged by leaders from video platforms, television, streaming networks, production companies. This year’s winners include Adobe, Calvin Klein, ESPN, LinkedIn, Mother Jones, MTV Entertainment Studios, NASA, the LA Clippers (NBA), PlayStation Studios, Sawhorse Productions, TelevisaUnivision, and more.

In collaboration with FocalPoint Film, Festival of Children Foundation’s ‘Kids in Focus’ campaign was created to shine a spotlight on children’s charities throughout the United States using video to connect them with a new and wider audience in a meaningful and relevant way. Founded in 2003, Festival of Children Foundation provides free resources, awareness and financial support to nearly 500 children’s charities nationwide.

“The caliber of the work this season truly has reflected the theme of going beyond the frame. Our industry is experimenting with new technologies like never before, crafting truly compelling stories to draw attention to some of the world’s most pressing issues,” shares Telly Awards Managing Director Amanda Needham. “The Telly Awards is uniquely positioned to meet the industry where it’s actually making work, be that on television or TikTok.”

"We are deeply honored to receive a Telly Award for our 'Kids in Focus' campaign that has been beautifully brought to life by FocalPoint Film, said Festival of Children Foundation Founder and Executive Director Sandy Segerstrom Daniels. “This recognition underscores our commitment to amplifying the voices and stories of children’s charities, ensuring they receive the support and attention they deserve. Our team at Festival of Children Foundation is dedicated to making a meaningful impact, and this award inspires us to continue innovating how we accomplish that.”

This was a record-breaking year with nearly 13,000 entries from across the globe and top video and television content producers. Winners were chosen by The Telly Awards Judging Council which includes Nathalie Van Sasse Van Ysselt, VP of Design and Creative Services, MSG Sphere Studios; Barry Christie, Global Creative Lead, Meta Creative Shop; Fariyah Zaman, Director, member of Brown Girl Doc Mafia; Aiden Darné, VP, Global Studio Lead Shutterstock; Malinda Wink, Executive Director Minderoo Pictures. The full list of the 45th Annual Telly Awards winners can be found at [www.tellyawards.com/winners](http://www.tellyawards.com/winners).

#### **About Festival of Children Foundation**

Festival of Children Foundation is a 501(c)(3) nonprofit organization that serves to bring together and coordinate the efforts of charities, companies and individuals who work to improve the lives of children. 100% of the administrative costs are covered by designated funding, allowing donations to

go further in direct support of programs and services that improve the lives of children nationwide. For more information please visit [www.festivalofchildren.org](http://www.festivalofchildren.org)

### **About The Telly Awards**

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 13,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council – an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates. Partners of The Telly Awards include the Gotham Institute, NAB, Stash, NYWIFT, LAPPG, Production Hub, Green the Bid, Video Consortium, and Series Fest. New Partners include FWD- Doc, AI Film Festival, Reel Abilities Film Festival, and Film Fatales. More information can be found at the Telly Awards Press Center:

<https://tily.co/press>

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